



YOUR FULL NAME:

Oleksandr Komarov

YOUR JOB TITLE:

CEO

YOUR COMPANY:

JSC 'Kyivstar' (Part of VEON group)

YOUR BRIEF BIOGRAPHY (250-300 words):

I joined VEON* in 2013 as Chief Commercial Officer of mobile operator Beeline Kazakhstan. In 2015 was appointed CEO of 'Beeline' in Kazakhstan, where I lead company to solid revenue growth and the transformation from telco to digital service provider. At the end of 2018 Beeline Kazakhstan has become a leader in Kazakhstan's mobile telecom market for the first time in twenty years history. In addition to that role, I was appointed CEO of Kyivstar in July 2018 with a mission to reinforce Kyivstar's position as the leading provider of connectivity and internet services in Ukraine and transform business from telco to digital.

Before joining VEON, I served as a founder and Director General of GroupM Ukraine (WPP Group), one of the largest marketing communication companies in the world and held several senior marketing and commercial roles within international and Ukrainian companies. I was born in Kyiv, hold an MBA from the

Stockholm School of Economics, Postgraduate Marketing Diploma from Chartered Institute of Marketing (UK) and am also a graduate of the Kyiv Polytechnic Institute. During last 15 years, I taught leadership, management and strategy courses on the MBA programs in the International Institute of Business and Chartered Institute of Marketing (<https://iib.com.ua/en/>)

** VEON is a leading global provider of connectivity and internet services with shares on NASDAQ (since September 2013) and Euronext (since April 2017) stock markets. Present in some of the world's most dynamic markets, VEON provides more than 210 million customers with voice, fixed broadband, data and digital services. VEON currently offers services to customers in 10 countries: Algeria, Armenia, Bangladesh, Georgia, Kazakhstan, Kyrgyzstan, Pakistan, Russia, Ukraine, Uzbekistan.*

ANSWER THE FOLLOWING QUESTIONS:

Why do you think membership in the American Chamber of Commerce is important for business operating in Ukraine?

I believe that the key benefits of membership in the American Chamber of Commerce in Ukraine are as follows.

- Opportunity to contribute to joint efforts of the international network of business professionals and investors aimed at building a strong and healthy economic environment in Ukraine.
- Open avenue for contributing to transparent consultation with the Government on important regulatory and decision-making processes, which include industry-specific issues as well as development of general rules for doing business in Ukraine.

These major benefits are available to the Chamber members because of the Chamber's well-deserved reputation of being a trusted leading platform in maintaining effective dialogue between the business community and the Government. The Chamber's credibility within Government and business circles is undisputed and its quality expertise on various issues is widely recognized. It would be a great privilege for me to contribute to the strengthening of the Chamber's reputation as a Board Member.

What motivates you to be a Chamber Board Member?

I am Ukrainian, I am a father of three children and I want in a broad sense to improve life in Ukraine! My main motivation is to make a positive impact. I fully support and share Chamber's mission to be a positive driver of change in Ukraine just as I share Kyivstar's ambitious goal to improve the daily lives of people and businesses in a simple, innovative and responsible way. This is what drives my enthusiasm and commitment to work. I believe that membership within the Chamber Board would open even more opportunities to lead positive important changes in Ukraine. Such changes can be secured by fostering transparent and clear rules for the business community and promotion of Ukraine as an attractive destination for investments. It would be an honor for me to contribute to such activities as the CEO of the company, which brings modern technologies to our country and provides businesses with new instruments

for development as well as a representative of the industry, which is among the largest investors in Ukraine's economy.

Why do you feel you are qualified to serve on the Chamber Board? What skills would you bring to the Board?

Kyivstar represents one of the biggest industries in the national economy, and is one of the largest employers, taxpayers and investors in the country. It is a highly innovative business as well. We are moving from telecom to digital service provider, creating opportunities for the digital economy growth. Being on the edge of innovation, we provide new connectivity opportunities to Ukrainians that bring people closer. I would be ready to share the innovative practices we employ at Kyivstar, my stakeholder map in government and business circles to drive necessary changes aimed at fostering a healthy business culture in Ukraine. I would also be willing to dedicate my time, expertise and efforts to serve the needs of the international business community in Ukraine. Moreover, given the fact that the digital agenda and implementation of President's initiative 'state in a smartphone' would remain in the list of top priorities for the Government and the business for several years to come, the telecom industry would be the unifying driving force for empowering such important changes. My experience in senior management roles in different countries within successful businesses gives me confidence in the ability to bring value to the Chamber Board.

How have you been active in the Chamber over the course of the last two years?

As a CEO of Kyivstar, I take part in all major events, organized by the Chamber and am in continuous active dialogue with Members of the Chamber Board and the Chamber's President. I support my team's productive and close cooperation with the Chamber and regularly oversee their involvement in all relevant Chamber activities. Kyivstar is actively involved in Chamber activities with a clear focus on legal, regulatory and public issues within the Chamber Mobile Telecom Committee as well as on activities of the Chamber's Compliance Committee and of the other Committees. Apart from that, our company gladly provided sponsorship support to several Chamber's events.

What activity or Committee would you participate in and be responsible for?

I would like to drive transparent, proportionate and fair changes in regulatory environment to foster sustainable development of such important sectors of economy as telecom, IT, fintech, big data, infrastructure, and taxation. Speaking of the telecom sector, it is particularly important given recently announced industry's ambitious digital infrastructure plan to extend quality mobile data/voice coverage practically across the entire country, including distant rural areas (during two years) and major roads (during four years). This is an unprecedented and very ambitious project for the mobile telecom industry, which is planned to be carried out in close partnership with the Government and will require enormous efforts from all sides. As a Board Member, I would strive to ensure that the Chamber gets to play an important role in this exciting yet challenging investment project for the country. This is where I can



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contribute the most. At the same time, I would be eager to deliver Chamber's messages on removing general barriers to business in Ukraine and on improving investment climate as well as to promote wider Chamber's agenda during every suitable engagement opportunity whether with the Government or investor stakeholder.

Thank you for taking time to read my application for the Chamber Board Member and, should you decide to support it, I would do my best to live up to your expectations.
